Digital activism / slacktivism enjoys the biggest success when it is used as a complementary tool to offline action or as the introductory method to encourage people to engage in offline action.

8 Quick Social Media Facts That'll Blow Your Mind

• 46% of people worldwide are online (3,424,971,237 people)
• Online activism can and should only really serve 7 key functions: shape public opinion, plan an action, protect activists, share a call to action, take action digitally, transfer resources, shape public opinion (again)
• Facebook has 1.65 billion active users, or 1 out of 7 people in the world
• Twitter has 320 million active users worldwide, and is one of the top 10 websites in the U.S.
• Instagram has 400 million active users and is now owned by Facebook
• Tumblr hosts more than 200 million blogs and half of their user base is under 25-years-old
• Pinterest has 100 million active users and they’re primarily women
• YouTube has over 1 billion website visitors per month and is the second most popular search engine behind Google, also now owned by Google

Brilliant Times to Post On Social Media

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Fantastic Free Photos to Fine-tune:

- archive.org
- search.creativecommons.org
- Google Advanced Search
- Wikimedia Commons
- Flickr Creative Commons Search
- Pixabay
- freeimages.com
QUIZ: IS YOUR MEME MEMORABLE?

☐ Eye-catching?
☐ Timely subject matter?
☐ Does it pass a gut-check (do you get an emotional reaction)?
☐ Is it simple?
☐ Can people “like” or react to it?
☐ Large enough to fill your timeline / be used in print projects (1000x1000 pixels at 300dpi)?
☐ Watermarked with your logo?
☐ Shareworthy?

Dignity & Power NOW
7 Tips About Blog Writing You Wish You Already Knew

- Average of 300 words (word count)
- Use short sentences and easy to read words
- Link to inside and outside content, links should be a string of words other than the obvious
- The title should be between 35 and 65 characters (letter count)
- Popular titles include listicles (articles based on a list of items or ideas), alliteration, strong language (ex: hate, brilliant), the word "photos"
- Incorporate interesting images, gifs, and/or video
- The Flesch Reading Ease Test measures textual difficulty in English based on sentence length and the number of syllables in words (https://yoast.com/flesch-reading-ease-score/)

What could you write a blog about?

What's the title?

Do These 8 Tricks If You Want to Go Viral

- Be timely
- Hashtag
- Use video
- Tag people
- Interact with people
- Use shareworthy content
- Brand everything
- Include action steps
20 Effortless Ways to Give the Perfect Interview

- Prepare at least 5 talking points
- Answer the question “Why are you here?”
- Keep talking points short and strong
- Use detailed descriptions rather than broad terms
- Answer in complete thoughts (never “yes” or “no”)
- Repeat the question in your answer if necessary
- Remember, it’s all about sound bites
- Steer the questions to work for your talking points
- Be aware of current events and hot topics
- If someone wants a rush interview ask if you can have 20 minutes and review talking points
- Never talk off of a piece of paper
- Act like you are talking to a friend
- Display positive body language
- Smile and nod while listening
- Lean into camera
- Ask for focal point if not given (camera or interviewer)
- If you choose to wear makeup wear a little heavier for in studio interviews
- Avoid logos, patterns, big jewelry, or anything that might detract from your message
- If asked if there’s anything else you have to say use this opportunity to give another talking point and plug your website
- Keep in mind that many interviewers will continue rolling after the interview to try and catch more relaxed sound bites

No matter what you’re doing in the world of internet activism remember that it goes hand in hand with the things you do offline. Use it as a complimentary tactic to what you already do. Keep things simple, concise, and emotional. Always do a gut check. Remember that you’re real people communicating with real people about critical issues. Now get out those phones, tablets, and computers and change the world!